

REP HEADLINE# 6154277
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703 528 7800 FAX# 703 528 7880
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

HARRIS REPORT FROM REP OCT3/12 13.00
CHANGES *** WDCW-TV ***

ADV # _____ ADV. NAME POLI/T KAINE/D/SEN/VA
AGY # _____ AGY. NAME MEDIA STRATEGIES & RESEARCH
11350 RANDOM HILLS ROAD, SUITE 670
FAIRFAX, VA 22030

REP.# _____ OFF.# _____ SALESMAN # _____
BUYER NAME RACHAEL BEALE
SALES PRSN WA- DAVE CLARK

ORDER # _____ CONTRACT # 6154277 CLASS: NATL. LOCAL REGIONAL
PRDCT TIM KAINE FOR SENATE EST#**** COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT8/12 OCT14/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT3/12 13.00

REP: TO: MALLORY
FROM: GREG
RATE ON LN 1 REVISED
REVISED TTL 1700
THX PLS CFM, 10/3/12

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = P23/1 AGENCY EST# = 11123
AGENCY PRODUCT CODE =

1	R		730P-800P	30		\$850.00	10/8	10/12	2		M,F	2
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PROGRAM : 2.5 MEN

OCT/12 \$1,700.00

CONTRACT TOTAL \$1,700.00
TOTAL SPOTS 2

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:LINE#:	REP	:CD:	TIME PERIOD	: LGTH :	SEC :	RATE	: START	: END	:SPTS:	WEEK	: DAYS	:TOTL:
:	:LINE#:	:	:	:	:	:	: DATE	: DATE	: /WK:	INVT	:	:SPTS:

MARKET TOTALS \$140,000 WDCW 1% WJLA 20% WUSA 22% WRC 34% WTTG 22% WPXW 0% WDCA 1%
CABL 0%

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE



Make-Good Form

10/3/2012
10:04 AM
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Advertiser: Kaine for Senate 2012
Station: WDCW-TV
Market: Washington, DC
Flight Dates: 10\08-14\2012
Email: Art Moran

Contact: Art Moran
Station Fax: 202-965-1841
Station Phone: 202-965-5050
Buyer: Rachael Beale
Buyer Fax: 303-764-9958

Pre-Emption

Make Goods

Program:	Time:	Date(s):	Qty:	Rate:	Total:	Program:	Time:	Date(s):	Qty:	Rate:	Total:
Two & Half Men	7:30p-8:00p	10/8,12/2012	2	\$700.00	\$1,400.00	Two & Half Men	7:30p-8p	10/8,12/2012	2	\$850.00	\$1,700.00

Total Pre-Emptions:

\$1,400.00

Total Make Goods:

\$1,700.00

Balance Due to Station:

\$300.00

Hold any advertiser credit at station until notified.

Please sign and return if accepted by station:

Signed _____

Date _____

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203
Phone: 303-989-4700 Fax: 303-989-1910

Kaine for Senate 2012
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